





Scion FR-S SEMA Car Proposal

Concept: Urban Adrenaline FR-S

Next time you pull up to the ski lodge or trailhead, take a minute to look around. What types of vehicles do you see? Pickup trucks...SUV's...the occasional station wagon or minivan? Not too many Supra's or Scion's, right? Why is it then, that people who are adrenaline junkies feel like they need a bland truck to move their gear around? With the Urban Adrenaline Scion FR-S, we set out to show our core demographic that they can drive a car with soul and still bring all their gear for the next adventure. These enthusiasts demand high performance and will spend a premium to tweak and customize their gear. It only makes sense that this 20, 30 and 40-something crowd who pines for carbon fiber mountain bike bits would do the same with their daily drivers. So ditch the pickup truck and blast to the trails in a car that's actually fun to drive.

This vehicle will represent the lifestyle of the target demo, rather than being another example of a tuner car. The build intentionally uses parts not typically found on tuner cars to appeal to this breed of adrenaline seeker. The FR-S is the perfect platform for this demographic; being pure, agile and spirited, yet still fuel efficient and economical. The design intent of the FR-S aligns nicely with the priorities of this user, and the Urban Adrenaline FR-S will spread awareness to this untapped group of potential customers.

Confirmed Industry Partners

Airaid Filter Company
Skunk2
Discount Tire Direct
MTX Audio
Autometer/STACK
B&B Exhaust
Painless Wiring
Baer Brakes
NOS
Yakima

Anticipated Media Exposure

-SEMA 2012, Airaid Booth or Front Foyer
-Airaid print and online advertising
-Print features/tech articles in Modified, Super Street, and/or Project Car
-MyRidelsMe.com feature
-Build thread on FT86club.com forum
-Speedhunters.com feature
-Build-threads.com feature

Anticipated Show Schedule

-SEMA Show, Las Vegas, NV, 10/12
-PF Chang's Rock & Roll Marathon
Phoenix, AZ, 1/13
-24 Hrs in the Old Pueblo Mountain Bike Race
Tucson, AZ, 2/13
-Hot Import Nights, Phoenix, AZ, 4/13
-Whiskey Offroad Mountain Bike Race,
Prescott, AZ, 4/13
-Foam Fest 5k, Temecula, CA, 5/13
-HITS Triathlon Series
Fort Collins, CO, 7/13
-Formula Drift Series, Las Vegas, NV, 8/13
-Tour of the White Mountains Mountain Bike Race
Showlow, AZ, 10/13



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About: Airaid Filter Company

The company was founded in 1997 when it began developing and manufacturing air intake systems for light trucks and SUVs, utilizing the cotton-gauze filter technology that was available at the time. The original AIRAID Intake System combined an open-element filter with an intake tube to make an easy-to install air intake kit that dramatically increased air flow, improved performance and generated more horsepower and torque.

It didn't take long to realize, that as the sales of intake systems nearly tripled in the first year of production, another source of filters was needed. At the time, AIRAID's founders believed they could produce a better-quality filter utilizing new technology and state-of-the-art materials. By November 2002, the AIRAID Filter Company was formed.

Over the years, AIRAID Filter Company has become the recognized leader in air management for both gasoline and diesel power plants. Extensive research and development has allowed AIRAID to come to market first with high-quality products that improve drivability and performance. It has also allowed us to further expand our product line to offer a complete line of AIRAID Intake Systems and PowerAid® Throttle Body Spacers.





About: Builder Keith Charvonia

Keith Charvonia is an award winning Industrial Designer from Phoenix, Arizona. A tinkerer since he could walk, he has always had an interest in all things mechanical. That sense of curiosity found a place to thrive at Arizona State University, where Keith graduated with his B.S. in Industrial Design Cum Laude in 2005.

During his Junior year in the ID program he was offered an internship at Yamaha's design studio in Long Beach, California. They mutually agreed that he should finish his degree, and there would be a position waiting for him upon graduation. That summer Keith headed to Long Beach where he honed his sketching skills and worked alongside some of the industry's most talented artists and designers.

The next chapter led Keith back to Phoenix-based OmniMount Systems, where he received six patents and countless industry awards for revolutionary flat panel mounting solutions. During this time, Keith was also quietly building what would become a world famous kustom, his '51 Kaiser. His first traditional build landed him in HOT ROD Magazine three times in 2008, and concluded with a feature in Rodder's Journal #54. Not too shabby for his first time out.

Keith currently works at Airaid Filter Company designing high performance intake systems for late model vehicles. He works closely with a mechanical engineer to design and tune the cleanest, highest horsepower intakes available. Keith has also been contracted to design commercial aircraft seatbelts for crew and passengers, so look down next time you take flight and you just might see his styling in a most unlikely setting.

When Keith isn't designing slick products or fabricating, he works on his Midcentury Modern home in North Phoenix and mountain bikes in the nearby desert. He and his wife Kendall also recently welcomed their son to the world, and are enjoying the adventures of being new parents.



Builder Press

- HOT ROD 2/08
 - HOT ROD 12/08
 - HOT ROD Readers Rides 2008
 - Rodder's Journal #54, 14 page feature
 - Multiple features on MyRidelsMe.com
 - Two features on Builds-Threads.com
 - Feature on Speedhunters.com
 - Build thread on JalopyJournal.com, 300,000 views
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Builder Awards

- 2008 HOT ROD Homebuilt Heroes
Best Kustom award
- HOT ROD Magazine
Top 10 of 2008
- Goodguys Southwest Nationals 2009
Low Lid Award
- Goodguys Southwest Nationals 2011
Chopped & Dropped Award